



# Good Design is Good Business

## CALL FOR ENTRIES

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The editors of Architectural Record are currently inviting submissions for the **2011 Architectural Record Good Design is Good Business** awards program (formerly the Business Week/Architectural Record Awards).

### DEADLINE

All entries must be postmarked by **January 15, 2011**.

### ENTRY FEE

\$125 (USD);  
\$50 for each additional project submission.

### SUBMISSIONS

Mail disc(s)/  
flash drive, one  
printed entry  
form, and check to:  
ARCHITECTURAL RECORD  
Good Design  
is Good Business  
2 Penn Plaza,  
9th floor  
New York, NY  
10121

### QUESTIONS

Email:  
arcallforentries@  
mcgraw-hill.com

Architecture and design has become a top priority for leaders of business and industry looking to rebrand, boost productivity, and attract customers. The Architectural Record Good Design is Good Business (GDGB) Awards program honors the architects and clients who best utilize design to achieve such strategic objectives.

**ELIGIBILITY:** Any new-build, restoration or adaptive reuse project—completed within the last four years—that is quantifiable in terms of the value of its design for the client is eligible, and may be submitted by either the client or the architect. Eligible project categories include: corporate, commercial (retail, hospitality, development), public, cultural, and institutional.

A jury made up of the editors of Architectural Record will select the winners. The program is open to any architect registered in the U.S. or abroad. Projects previously published in the international architectural press will be evaluated at the discretion of the jury.

Winning projects will be published in the May 2011 issue of Architectural Record.

**FEES:** All entries must be accompanied by a check or money order payable to Architectural Record for \$125 (USD)/\$50 for each additional project.

All entries must be submitted digitally for Mac platform on a CD, DVD, or USB Flash Drive. Please provide the following information:

- 1 **Completed submission form. [Download Submission form]**
- 2 **A project description of no more than 500 words that includes: project name and location; client; architect; completion date; program; brief; solution.**
- 3 **A business case description of no more than 500 words. Projects that do not include a business case will be disqualified. The jury will look closely at metrics; the more detail, the better. Key measurable benefits must address how design affects the performance and inhabitants of the building in regard to one or more of the following:**
  - A **Increased revenue**
  - B **Sustainability (water and energy efficiency, recycled/sustainable materials, carbon footprint, etc.)**
  - C **Work environment (air quality, lighting/daylighting, HVAC, etc.)**
  - D **Employee recruitment and retention**
  - E **Employee performance and productivity**
  - F **Branding (creation of a new corporate or institutional identity)**
  - G **Change in culture**
  - H **Development of new work tools**
  - I **Space for amenities like daycare and exercise facilities.**
- 4 **Professionally photographed high-resolution images (300 dpi, 8x10 inches minimum). Please provide a range of views to give jurors a complete sense of the project, interior and exterior.**
- 5 **Drawings - include plans and sections in one of the following formats: EPS, DWG, or as a modifiable PDF. Please omit drawing details such as electrical, dimensions, HVAC, etc.**
- 6 **Photo release forms for works submitted.**

See page 2 for Submission Form. ►



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ENTRIES  
SUBMISSION  
FORM

NAME OF PROJECT

LOCATION OF PROJECT

CITY / STATE

COUNTRY / CODE

DATE OF COMPLETION

CONTACT PERSON

TELEPHONE

E-MAIL ADDRESS

ARCHITECT / FIRM

ADDRESS

CITY / STATE

COUNTRY / CODE

TELEPHONE

E-MAIL ADDRESS

URL

CLIENT

CLIENT ADDRESS

CITY / STATE

COUNTRY / CODE

CLIENT URL

SIGNATURE

DATE

PRINT NAME

\* Please make checks payable to Architectural Record magazine.

**ARCHITECTURAL  
RECORD**